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THE ECONOMIZER



Reliable Information
and
Seasonable Offers
to Investors in
Trees and Plants

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ONE WAY TO REDUCE PLANTING RISKS

WE wonder if not a great many owners of fine homes are kept from beautifying their grounds by the thought that it is a matter of spending a small fortune in experiments with trees and plants.

In fact, that is the way in which many planters have arrived at good results. They have learned a few lessons about plants and plant-needs and have probably derived a share of enjoyment from their experiences. It is not a bad way to proceed if one has plenty of money to spend. But it is too expensive a way for many. And surely not the ideal way to popularize the planting of trees and shrubs.

There is no need of expensive experimentation with trees and plants. There are ways of making expenditures for them reasonably safe and productive of real enjoyment.

Knowing how alluring a commodity we sell and how easily the inexperienced amateur is tempted into buying fine looking trees and plants and how slim the chances of success are of such things as are selected without special regard to their requirements, we feel that it is our duty as practical plantmen to do all we can to encourage planters to purchase only such things as can be reasonably expected to thrive.

Those who buy in a haphazard manner are likely to find their expenditures useless. For trees and plants will not survive in unsuitable places, in ill-suited soils. Dead trees and plants are poor advertising for the nursery whence they came and poor encouragement to planting in general.

We find in the course of our work that a large percentage of prospective planters are not sufficiently familiar with trees and plants to select things which are likely to survive where they are to be set. And in order to keep our business going we must somehow manage to make the inexperienced buy things that will survive; we must devise ways to safeguard their expenditures from undue risks.

The best protection which we can offer is to invite prospective planters to give us an opportunity to aid them in the selection of things best suited to their intended locations, to let us pass on the chances of success of things they intend to purchase. We are at the service of all who desire assistance of this sort. We will talk things over with them either at the nursery or at their places.

We do not desire to be known as mere salesmen of nursery

stock. We would like to be considered practical plantmen, with a nursery full of hardy and well-grown shrubs and trees back of us.

Sound advice before planting is the best protection available. It is better business than an outright guarantee with stock. We are squarely opposed to the practice of guaranteeing stock. Those who do so are like insurance people who undertake unknown risks. Those who avail themselves of a guarantee may rest assured that the premium is high.

We find that a great deal of loss and discouragement is saved on the part of our patrons by letting us in on their planting problems and projects. We can not prevent losses altogether; there is an element of chance in planting in spite of the best judgment used. But consultation with practical plantmen is worth while.

In offering our assistance we do not mean to force upon the planter any planting scheme of ours in place of his own. Only, we may be able to interpret his intentions into terms of practical, safe and economic planting.

Our service is offered without cost or obligation. Whenever you wish to avail yourself of it, just telephone, Poughkeepsie 663



One of our Foundation Plantings on Hooker Avenue, Poughkeepsie

ODDS AND ENDS OF HOWS AND WHYS

THE best effects are obtained in Foundation Plantings by limiting oneself to as few different materials as possible. So many groupings of this sort are veritable collections of trees and plants, with the result that they have a patchy look. The Foundation Planting should be the extension, in plant effects, of the architecture of the house. In its composition too great a variety of materials should be avoided as in the exterior of the house itself.

It is not usually possible to create an effective Foundation Grouping with one variety of plant material. But two or three kinds will make a better job than more. When Evergreens are used the ideal plan is usually to have the bulk of the planting consist of one good, hardy variety of low or medium growth while for the tall "accents" one other good upright growing kind is used.

A few of the best Evergreens of which to compose the body of a Foundation Grouping are Pfitzer's Juniper, the Spreading Japanese Yew and Mugho Pine. For tall effects, Arbor vitae is excellent or any of the upright varieties of *Juniperus virginiana* or *Cryptomeria*. Broad, pyramidal effects are best reached with *Retinosporas*.

Where a Foundation Grouping consists of mainly one material, it may be desirable to introduce just one or two interesting specimens of contrasting type or color at the doorway.

"As few varieties as possible" is a good axiom for those who plan Foundation Groupings.

When the house has been built and the grading is finished, the Foundation Planting claims first consideration. For it is really the last touch to the house itself; it is the consummation of its design of the house.

The ideal way to arrange the Foundation Planting is to disregard all conventional planting schemes and to study the architectural characteristics of the house itself so as to supply only such plant effects as will best become it. The best Foundation Planting is that which best becomes the house;—not the most expensive or elaborate grouping.

Good planting adds to the artistic value of the house. In every instance where good planting graces a well-designed house, there results a charm which is neither house nor greens. This benefit to home architecture has an economic aspect. The artistic value added to a house by judicious planting is a real value. It increases the eventual sales value as well as the eventual sales chances of a house. Buyers of modern suburban homes demand good plantings; they do not think of a house without its setting. They no longer expect good plantings to be thrown in as an inducement to buy. They are willing to pay for them.

Apart from the pleasure one derives from completing the picture of his home with trees and plants,—money spent on Foundation Planting is well invested.

When all these things have been considered and a pleasing Foundation Planting has been created, keep the pup tied. Dogs are terrible gardeners and will make short work of Evergreens. Whether you plant for the sheer pleasure of it or as an investment, or both,—keep the pup tied.

Do not spend your entire appropriation for planting on

trees or shrubs alone. Put a part of it in soil preparation and fertilizers and hold on to the balance of it until you are reasonably sure that what you intend to plant has a fair chance of succeeding in its destined place. Consult with practical plantsmen if you are not sure of your own judgment in these things. Consult us in the matter. It costs nothing and does not obligate you. Just call Poughkeepsie 663.

Plantings are not installed like other fixtures about the home,—once for always. They must be cared for, particularly the first year. The surface must be kept loose, water must be added when needed and a little trimming may be in order from time to time. The difference between neglected and well-kept trees and plants is as marked as that between an alley cat and a well-groomed Maltese.

Buy your trees and plants from a reliable nursery, as near home as possible. Buy stock that has proven its hardiness in these parts. Buy well-grown stock;—things that have been transplanted repeatedly. Buy Evergreens that can be dug with a solid ball of earth. Do not buy top-growth only; insist on good root-systems as well.

Do not buy from the "experience-not-necessary" kind of agent with color-plate books and an outright guarantee. Such men frequently make sales because of their guarantee and incidentally get away with outrageous prices. It is surprising how much stock is sold that way in and about Poughkeepsie every year at prices from 100 to 200 per cent higher than ours. This sort of buying and selling is one of the worst practices in the nursery business.

We would not think of engaging a salesman who is not a practical plantsman and has no experience with trees and plants on which to base his dealings with customers.

The ideal way is to make your selections personally, at the nursery. Things can be dug in your presence and taken right along in the automobile or delivered by motor truck.

It is worth while to anybody who buys nursery stock from time to time to see what the near-by nursery has on hand and it may be gratifying to discover that our prices compare favorably with those at other nurseries.



One of our Foundation Plantings, at Adriance & Lockerman Avenues, Poughkeepsie.

IT is an advantage to those who wish to plant particular varieties of Roses this spring, to order without delay. Stocks become depleted toward the end of the season and it is often impossible to obtain certain varieties then. Better look through our Rose list today and order what you will need. And plant as early as possible, so that your bushes will get a good start before warm weather comes.

Our assortment contains some of the best, tried, old varieties as well as some of the latest novelties, at reasonable prices. While some of the older varieties are truly superb Roses as far as their flowering qualities and shape are concerned, there are veritable gems amongst the newer sorts, which every lover of Roses should give a place in his or her collection. Surely, many of them surpass the older ones in the beauty of their colors. It would be difficult to find the counterpart of such as Souvenir de Claudius Pernet and Golden Emblem amongst the older varieties, while the blends of yellow and orange with pink and salmon shades, such as we find in Wm. F. Dreer and Miss Lolita Armour belong decidedly to the hybrids of recent years.

Please remember that we are always ready to assist purchasers in the selection of such varieties as will best suit their requirements and in the designing and making of Rose Gardens.

ROSA HUGONIS, offered in our price list, is a lovely shrubby Rose which is covered with single yellow flowers in early summer. The shrub was introduced from China and has been in the trade only a few years. It should be used as a flowering shrub;—not planted with other varieties in Rose beds. It is one of the most charming and delightful of all early flowering shrubs. Plant it in a sunny location. See Price List.

The following varieties of *Retinospora obtusa* are not recommended for general use in foundation groupings. They should have more open places and require a little more care as to soil and cultivation. They are perhaps the most beautiful group of *Retinosporas*, but they do not transplant as easily as the *pisifera* varieties. Once established, however, they will grow well. Their foliage is an intense, often glossy green.

RETINOSPORA OBTUSA MAGNIFICA. Grows into a good-size, broad pyramid. Graceful and of robust growth. 2 ft., three times transplanted, \$4.00.



Retinospora obtusa gracilis nana

RETINOSPORA OBTUSA GRACILIS. A slow-growing, narrower pyramid. Intense, deep green. 20 ins. to 2 ft., \$4.00.

RETINOSPORA OBTUSA GRACILIS NANA. A compact, very dwarf, clump of deep green, sculped foliage. A beautiful plant for the Rock Garden. Seldom grows over two feet high. Of irregular outline. This variety is used in Japan for miniature gardens. 10 to 15 ins., x 10 to 15 ins., \$4.00.

Hardy Perennials

The list of Hardy Perennials in this issue covers a general assortment of such Hardy Plants as can be recommended to gardeners in this locality as hardy and generally satisfactory. It is by no means a complete list, but it covers the most dependable of varieties for use in the average flowerborder or garden. Many beautiful plants require more special and constant care than most amateur gardeners can bestow on them. Such plants are not included in our list.

Our plants are for the greater part grown in pots and may be safely taken up and transplanted at any time of the spring, summer and fall. The use of potted plants extends the planting season for Perennials beyond the few weeks of spring. In fact, those who have a great deal of planting work in the spring may well consider delaying the planting of Hardy Plants until the season for other stock is closed. The making of flower gardens and borders is delightful summer work.

Our potted Perennials are young, pot-bound plants which, with reasonable care, will produce maximum results. We recommend the use of young stock in preference to that of heavy field-grown clumps of most Hardy Plants.

Our collection comprises a large assortment of Rock Plants and Carpet Plants as well as general gardening sorts.

Those who desire assistance in the making of Borders, Gardens or Rockeries will find us ready to advise them, to prepare designs and to take upon us the execution of planting plans. Just call Poughkeepsie 663.

METAL ARCHES AND TRELLISES OF ALL KINDS

ERECTO GARDEN CRAFT—Garden Furniture and Ornaments of No. 1 Florida Cypress,—“The Wood Everlasting.” Beautiful designs and high-grade workmanship. Inspect our sample line and ask for free descriptive catalog.

Natural Humus. The great builder of garden soils and Lawns. Should be used in all plantings. Facilitates root growth.

Order a bag or two of our well sweetened Humus with your trees and shrubs. Work a layer of it through the Perennial Bed.

Per 100-lb. Bag.....\$ 1.50

Per ½-Ton, in bulk, delivered within three miles. 11.00

Per Ton, in bulk, delivered free within three miles..... 20.00

Davidge Fertilizer. One pound of it will top-dress fifty square feet of soil. Use it for top-dressing the Perennial Bed. Hoe it into the soil. No bad odors, no weeds. May be kept for a long time. Always have a bag of it on hand and use a handful of it whenever a tree or shrub needs a stimulant. Use it in planting, as you would bone meal.

Per 100-lb. Bag.....\$ 6.00

Points of Interest

. . . In explanation of the **non-warranty** clauses in our Conditions of Sale,—it should be understood that we are vitally interested in the success of trees and plants bought from us. Only, instead of an outright guarantee we offer a more effective protection by placing at the service of prospective planters expert assistance in the selection of stock suited to their purposes.

. . . An outright guarantee is, in our opinion, bad business, viewed from any angle. An allowance must be made for it in the price of stock, on an insurance basis. This premium must be high, since a general guarantee amounts to the indiscriminate writing of insurance. From the viewpoint of practical planting it would seem better policy to caution planters about the perishable nature of nursery stock and to foster a sense of responsibility on their part for their trees and plants than to lessen this sense of responsibility by means of a guarantee clause.

. . . A guarantee is often of little benefit to planters, since it may be impossible to duplicate specimen trees or plants after a season has lapsed. Also, a replacement of stock planted in a previous season may not fit in with an original planting if uniformity of size or appearance is important. Indeed, a guarantee clause is worth a great deal less to the purchaser than it would seem to be on the surface. A bit of sound advice before planting is worth more.

. . . THE ECONOMIZER will be mailed free of charge to all who are interested in planting within reasonable distance from our headquarters. If you wish this publication sent to your gardening friends, please send their names and addresses.

. . . The Dutchess County Horticultural Society meets on the first Wednesday evening of the month, at the Y. W. C. A. Building, Poughkeepsie. This Society deserves the support of all gardeners, professional or amateur, in the County. Horticultural subjects are discussed at its meetings, questions by members are answered and a great deal of practical information may be obtained on a variety of gardening subjects. Applications for membership may be addressed to Mr. Wm. Inglis, Cliffdale, Poughkeepsie.

ACCORDING to Noah Webster a Landscape Architect is "One whose profession it is so to arrange and modify the effects of natural scenery over a given tract as to produce the best aesthetic effect considering the use to which the tract so treated is to be put, as by the arrangement of trees and shrubbery, opening or closing of vistas, arrangement of roads and paths, etc."

Plainly then the title of Landscape Architect belongs to professional people only who are paid for professional service and are not interested in the sale of stock, except in so far as their fees may be based on the cost of landscape projects.

It is remarkable how often the title is assumed by other than professionals; by nurserymen, dealers, tree-agents etc.

We prefer to describe ourselves as "Nurserymen and Practical Plantsmen."

When a salesman of nursery stock introduces himself as a Landscape Architect,—give him the gate.

Conditions of Sale

Prices are f.o.b. our nursery. Packing will be charged at cost. Deliveries will be made free of charge within a radius of three miles of our office. Deliveries outside of this radius will be charged at cost.

Shipments, except by our own motor trucks, travel at the purchasers' risk. We cannot entertain claims for shipments delayed or damaged in transit. Please file such claims with the carrying Company.

Claims for the adjustment of errors on our part should be made within three days of the arrival of stock.

NON-WARRANTY. We guarantee all stock to leave our place in a healthy condition and to be true to name. We do not undertake to replace any stock that fails to thrive. No exceptions can be made to this rule. It should be understood that in the event of errors on our part we shall not be liable beyond the original price of the stock furnished erroneously.

**ORDERS WILL BE FILLED ON THE ABOVE
CONDITIONS ONLY**

HOME - GROWN JAPANESE MAPLES

In Both Upright and Spreading Types

CRYPTOMERIA JAPONICA LOBBI

A splendid, hardy
Evergreen from Japan

*A tall-growing,
graceful tree, which
approaches more
than any other hardy
Evergreen a tropical
effect.*

*It prefers a sunny
spot and may be
used in the Founda-
tion Planting, where
tall accents are
wanted.*

3½ to 4 ft.,—\$8.00
4 to 4½ ft.,—\$9.00

